

## ABSTRACT

### **"Internal Organizational Message Presentation on the @Peacekeeperspolri Instagram Account (Quantitative Content Analysis of Formed Police Unit (FPU) Activity Content for the Period June - December 2023)"**

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The Instagram account @peacekeeperspolri is an account that provides information related to FPU activities, so that Polri members know what FPU is, the purpose of this study is to analyze the activities of the Formed Police Unit (FPU) in packaging internal organizational messages on the Instagram account @peacekeeperspolri during the period June 2023 to December 2023. This study is a quantitative content analysis study, where quantitative analysis methods are used to assess the effectiveness and communication strategies applied in delivering these messages. This study evaluates and looks at various aspects, including the frequency of uploads, the form of messages conveyed, the theme of the message, the form of content, and the type of content for the message conveyed, the data testing method for this study uses the Holsti formula. To measure reliability with the Holsti formula, this study uses coder 2 to be able to measure this. The content to be studied is 59 content selected by researchers based on the criteria of this study. This study found that the most dominant content is in the form of information content, the theme of the training program message, the form of video content, and the type of informative content.

**Keywords:** peacekeepers polri, FPU, Message Presentation, Internal Organization.

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